

# Goal setting for your organization

One of the hardest, yet most challenging aspects of leadership development is the setting and achieving of goals for yourself and your organization.

In today's complex society non-profit groups must strive to achieve their goals within rapidly changing circumstances.

Can you speculate on your group's future during these turbulent times? Will it be a mediocre, problem-plagued organization? Or will it be a proactive organization, respected for high profile projects and excellent leadership in the community?

If you are a member of an organization, you have a role in affecting the outcome of your group. You can help lay the seeds for where and what your organization will be in the future.

A three-step plan for achieving

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the desired future for any organization consists of:

1. clearly **defining** your organization's goals or objectives,
2. **communicating** your goals to your members and the community, and
3. **taking action** towards achieving your goals.

In the team sport of hockey the objective is to get pucks in the opponent's net. Can you imagine a National Hockey League team surviving if it was acceptable to shoot the puck any-which-way? Yet in many non-profit organizations,

energies are repeatedly aimed in any number of directions. Unfocused activity does not equal accomplishment!

Communicating your goals to people is another key factor in reaching those goals. Hockey teams plan strategies for each game and players know what is expected of them. It should be the same within non-profit organizations.

Never assume that people know your goals. Tell your dedicated, regular members. Tell your incoming members. Set up displays at malls and fairs and tell the community.

Why is it so important that everyone knows? Human nature — people are more likely to stand with you if they know where you stand. It's the cooperation and interdependence within your organization that's going to get you where you want to go.

Is your organization actively developing its human resources? Is there a plan to give people fulfilling roles where they can use their skills and knowledge?

It is essential to arrange hockey players so the greatest number of goals can be obtained. This is accomplished by organizing the players. Players are put in positions where their unique strengths are most useful. The same principles should apply to non-profit groups.

If someone equipped to organize and direct projects is always struggling to write press reports, the organization suffers because of this. Get each member in the "right position".

Get a clear picture of your goals. Share with others what you are going to accomplish. Develop your team of players to take action.

You can start by planning the future of your organization now. You have a choice. What are you going to do about it?

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